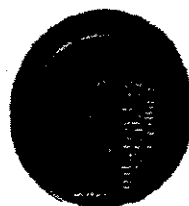


Interactive Strategic Selling Sales Internship

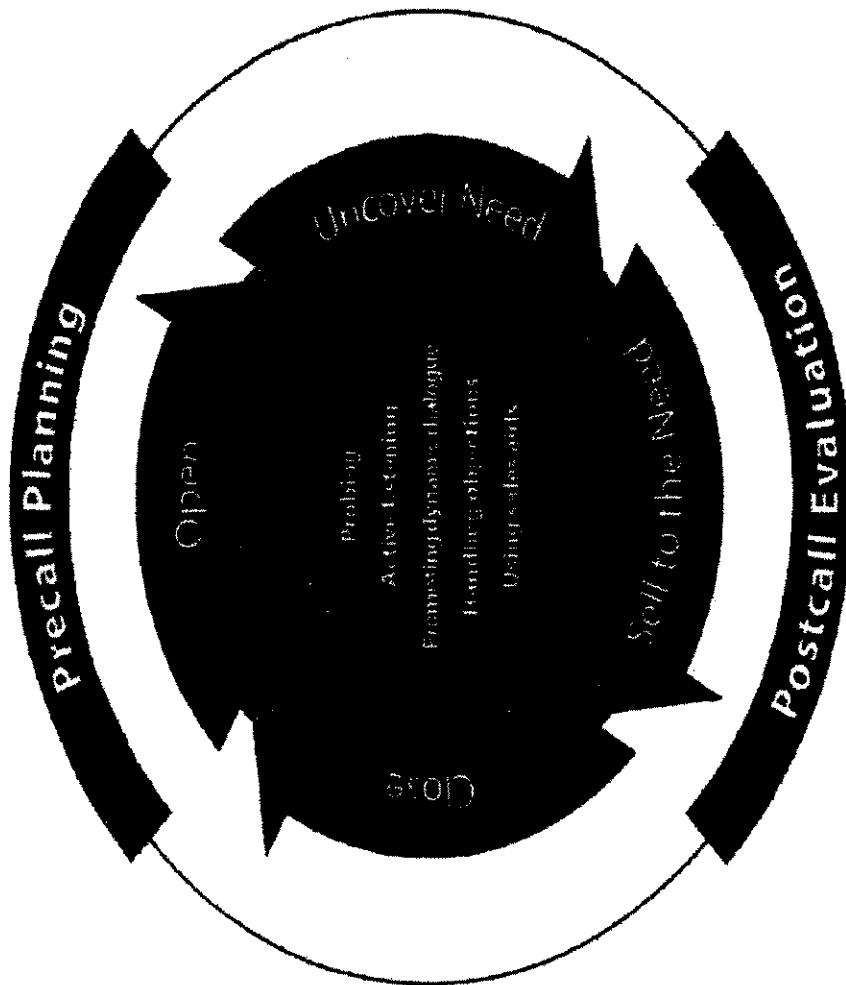
Pre Call Planning



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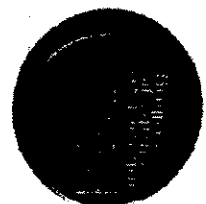
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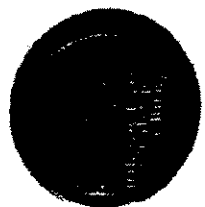
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Workshop Objectives

At the end of this workshop you will be able to:

- Put together an effective Pre Call Plan structure to be used in the field.
- Define the parts of the Adoption Spectrum – and how to best utilize this information during the sales call.
- List the qualities of S.M.A.R.T. objectives



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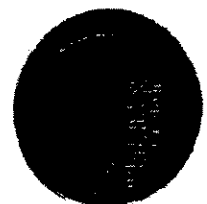
Activity

Word Game

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Pre Call Planning

Effective Pre-Call Planning



Effective Closing

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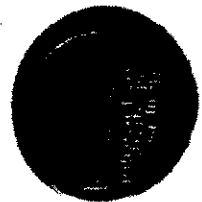
Pre Call Planning

1. Review the available information about the doctor.

- Previous Call Notes (follow up on commitments made by yourself or counterparts)
- Prescribing history
- Sales data (monthly, weekly, Compass/NorthStar)
- Patient demographic information
- Managed care situation

2. Develop a written call objective:

- Product Adoption Spectrum
- S.M.A.R.T. Objectives



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Pre Call Planning

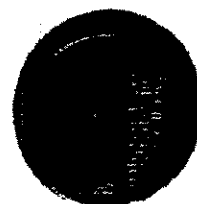
A. Product Adoption Spectrum

awareness evaluation trial adoption



B. S.M.A.R.T. Objectives

- Specific
- Measurable
- Actionable
- Realistic
- Time-Bound



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Activity

Compose a SMART Objective

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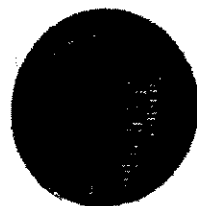


Pre Call Planning

3. Plan The Dialogue:

- A. Develop questions for uncovering the need
- B. Select the approved sales aids to use in the call
- C. Plan your Close

This step will be covered during the next several workshops, but it is vital to do this before each call going forward



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Key Learnings

You should now be able to:

- Put together an effective Pre Call Plan structure to be used in the field.
- Define the parts of the Adoption Spectrum – and how to best utilize this information during the sales call.
- List the qualities of S.M.A.R.T. objectives

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Developing greatness.

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Open

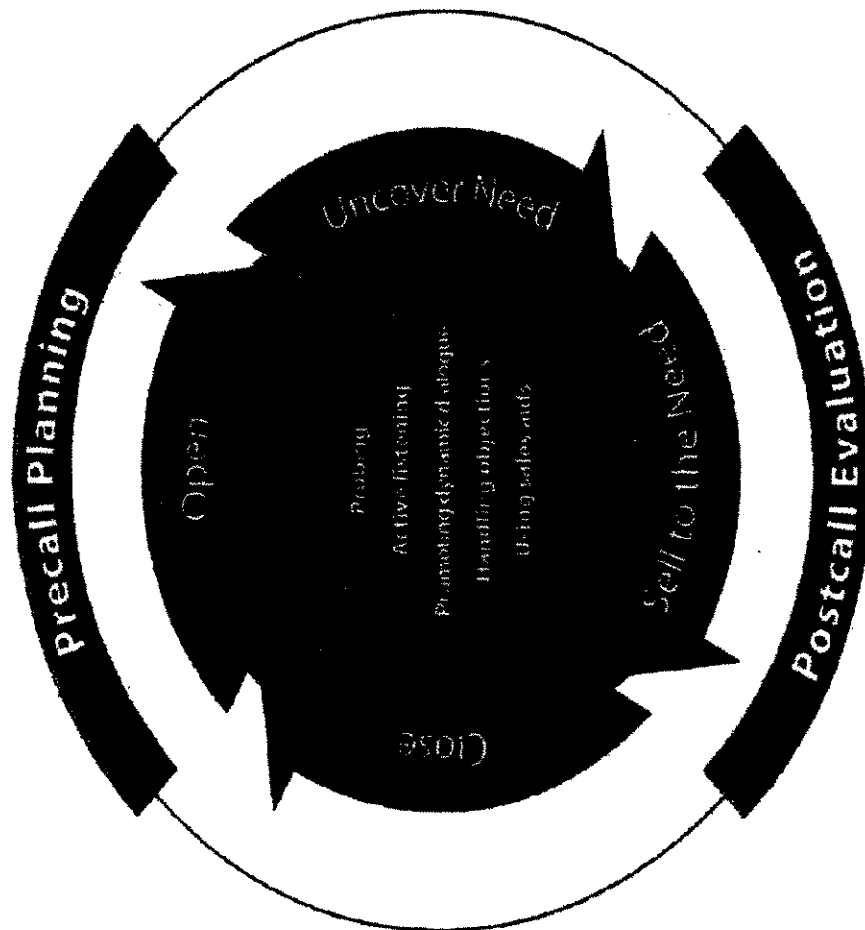


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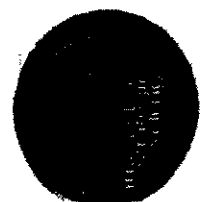
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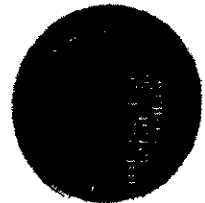
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Workshop Objectives

**At the completion of this workshop
you will be able to:**

- Describe the structure of an effective opening
- Develop opening techniques & strategies in order to set yourself apart from other Sales Representatives.



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Step 1: Open

Gain access



Introduce yourself and products



Build the relationship



Outline the call



Capture attention

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Key Skills



Probing

Active Listening

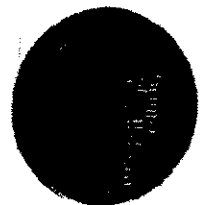


Promoting Dynamic Dialogue

Handling Objections



Using Approved Sales Aids



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Multi-Layered Probing Question Technique, MLPQ

*Sales Questions That Close The Sale: How
To Uncover Your Customer's Real Needs-*
by Charles D. Brennan Jr.

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Why does this technique work?

- Requires complex thinking process
- Involves longer exchanges between individuals
- Physician accounts for at least 70% of the dialogue
- Solicits opinions and thoughts



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Three Components of MLPQ*

- Factual Statement
- Observation
- Dialogue Probe

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by Charles D. Brennan Jr.

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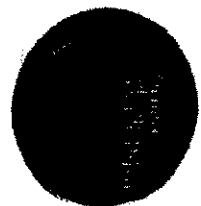
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Factual Statement

- A statement made that is factual and drawn from a valid source.
- The statement should be relevant to the physician where he/she will stop and be easily be engaged.

Example: The Wall Street Journal just ran an article about the increased incidence of mortality and morbidity related to pediatric asthma in recent years.



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Activity

Compose a Factual Statement
for each product

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Observation

Can follow or precede the Factual Statement.

- An opinion from an expert in the field presented anonymously.
- An observation from an anonymous physician in a territory
- An observation the PSS has made regarding the physician's practice
- An observation can support or contradict the Factual Statement

Example: In speaking with your colleagues, they feel this is due to patients not being diagnosed early enough with asthma and possibly being under-treated for their level of the disease.

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Activity

Compose an Observation Statement
for each product

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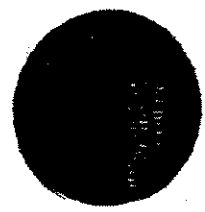
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Dialogue Probe

- Should follow the Observation and Factual Statement
- Needs to be an open probing question that encourages dialogue

Example: Share with me how you diagnose asthma early in your pediatric population?



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Activity

Compose a Dialogue Probe
for each product

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Activity

MLPQ* Technique

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Patient Profiling

What is it?

Why is it important?

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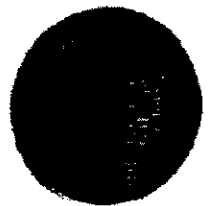
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Patient Profiling Components

What could you include?

- Age
- Sex
- Race
- History
- Current Therapy



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Activity

Putting it all Together

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Key Learnings

You should now be able to:

- Identify the structure of an effective opening
- Develop opening techniques & strategies in order to set yourself apart from other Sales Representatives.



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